LEO BURNETT U.S.A.
Ad No. 1101—"MAJOR SETBACK"—Req. No. 4/5493—Page—(9⅝ x 12 inches)—4/c—Sunday Supplements, 1981 (A)
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Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.

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